

Rep Order# 6848079 Ver# 1 Status New Traffic Order# Printed: 08/30/2012 8:52 PM 1 of 2

EC'd Yes Last Received: 08/29/2012 9:24 AM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA. Agency () WATERFRONT STRATEGIES Rep Firm
Advertiser () LEAGUE OF CONS VOTE 3050 K ST NW Sales Office () PHILADELPHIA
Product CONSERVATION VOTERS WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1512 Agency C/P1/P2/E 39/42/1512 Salesperson Phone# 215-567-6005
Buyer Spencer Wood Flight Dates 10/30/2012 - 11/05/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---

CLIENT: LEAGUE OF CONSERVATION VOTERS SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$17,930
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	3	TH	8P-9P	GLEE	:30	\$1,800.00	11/01-11/01	1	1	1	\$1,800.00	
	6	SA	7P-730P	COLLEGE FOOTBALL PREGAME	:30	\$600.00	11/03-11/03	1	1	1	\$600.00	
	7	SA	730P-11P	FOX COLLEGE FOOTBALL	:30	\$1,200.00	11/03-11/03	1	1	1	\$1,200.00	
	8	TU-F	10P-1045P	LATE NEWS	:30	\$1,200.00	10/30-11/02	1	1	1	\$1,200.00	
	12	SU	10P-1045P	SUNDAY LATE NEWS	:30	\$1,200.00	11/04-11/04	1	1	1	\$1,200.00	
	14	SU	1P-415P	REDSKINS FOOTBALL VS. PITTSBURGH	:30	\$10,000.00	11/04-11/04	1	1	1	\$10,000.00	
	15	M	10P-1045P	LATE NEWS	:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
	16	TU-F	5A-6A	RICKI LAKE	:30	\$15.00	10/30-11/02	1	1	1	\$15.00	
	17	M	5A-6A	RICKI LAKE	:30	\$15.00	11/05-11/05	1	1	1	\$15.00	
	18	TU-F	7A-8A	AM NEWS	:30	\$200.00	10/30-11/02	2	1	2	\$400.00	
	19	M	7A-8A	AM NEWS	:30	\$200.00	11/05-11/05	1	1	1	\$200.00	

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	20	M	11A-12P	JEFF PROBST	:30	\$100.00	11/05-11/05	1	1	1	\$100.00	

---REPORT TOTALS---

Report Totals: 13 / \$17,930.00

---SALES MONTHLY TOTALS---

Nov 12: 13 / \$17,930.00
Sales Totals: 13 / \$17,930.00
Station Totals: 13 / \$17,930.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$199,222	CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 17%
		WTVZ 2%	WVBT 9%	WVEC 37%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE